CLAIMS

1. A method for enhancing the expression of a transgene comprising:

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- (a) contacting a target cell with a DNA-damaging agent;
- (b) removing said DNA-damaging agent from said target cell; and
- (c) transferring said transgene into said target cell between about 1-3 days after removing said DNA-damaging agent.

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2. The method of claim I wherein said target cell is a dividing cell.

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3. The method of claim 2, wherein said target cell is a tumor cell.

4. The method of claim 3, wherein said tumor cell is cisplatin sensitive.

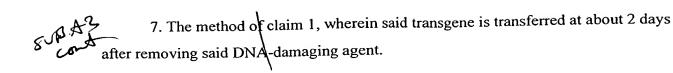
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5. The method of claim 3, wherein said tumor cell is cisplatin insensitive.

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6. The method of claim 1, wherein said DNA-damaging agent is selected from the group consisting of cisplatin, carboplatin; VP16, teniposide, daunorubicin, doxorubicin, dactinomycin, mitomycin, plicamycin, bleomycin, procarbazine, nitrosourea, cyclophosphamide, bisulfan, melphalan, chlorambucil, ifosfamide, merchlorehtamine, and ionizing radiation.

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8. The method of claim 1, wherein said transfer of said transgene is accomplished 5 by a technique selected from the group consisting of liposome-mediated transfection, receptor-mediated internalization and viral infection.

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9. The method of claim 1, wherein said transgene is a tumor suppressor.

10. The method of claim 9, wherein said tumor suppressor is p53.

11. The method of claim 10, wherein said p53 transgene is under the transcriptional control of a promoter.

12. The method of claim 11, wherein said promoter is the CMV IE promoter.

13. The method of claim 12, wherein said transgene is regulated by a polyadenylation signal.

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14. The method of claim 13, wherein said polyadenylation signal is an SV40 polyadenylation signal.

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15. The method of claim 14, wherein said p53 transgene is carried in an adenoviral vector.

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